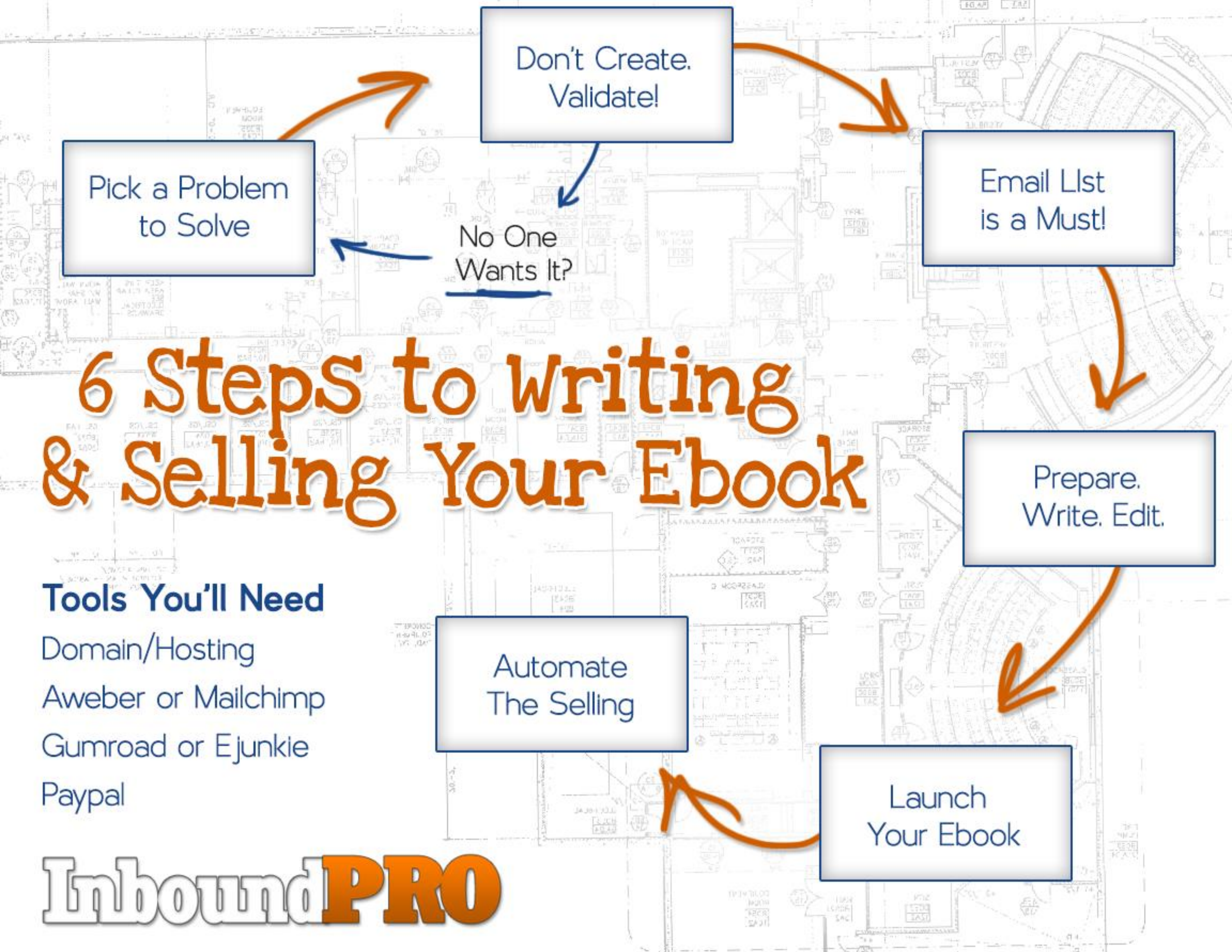
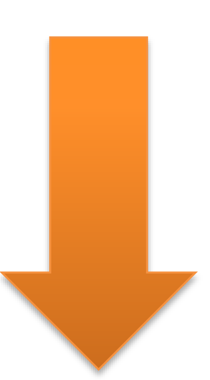


Don't Create. Validate!
Email LIst is a Must!
Prepare. Write. Edit.
Launch Your Ebook
Automate The Selling
Pick a Problem to Solve
No One Wants It?
6 Steps to Writing & Selling Your Ebook
Tools You'll Need
Domain/Hosting
Aweber or Mailchimp
Gumroad or Ejunkie
Paypal
InboundPRO





Step 1. Pick a Problem you want to solve.

If you want to sell ebooks online, then you have to solve a problem that people are experiencing. It doesn't matter what market or industry you're in. People buy information about topics that interest them and help them improve or accomplish something.

Your very first step is to find what that problem is. Ideally you want to pick something that you know a lot about, but you can also bring experts in to help you with the writing process.

Step 2. Don't Create. Validate.

The worst thing you can do is create an ebook that no one wants to buy. Imagine writing 20 to 30 thousand words, getting a nice ebook cover and building a sales page for it and then NO ONE buys it.

It sucks… don't do it. You want to validate that your idea for the ebook is something that people actually want and are willing to pay for. We'll talk more about that later.

Step 3. Email List is a Must!

Email marketing helps you build trust. You wouldn't ask a complete stranger to buy your product face to face the moment you met them (in the 'real world'), so you shouldn't do it online. Use email to send value and build a sense of trust with your audience before asking them to give you money.

Step 4. Prepare. Write. Edit.

Once you've validated that your idea will actually work, then it's time to start writing. Take the time to outline your ebook. Break it down into small chapters so it can be easily consumed by your customers.

Commit to writing 750 to 1,000 words a day until you're done AND THEN start editing. If you edit as you write, you'll waste a ton of time. Trust me.

Step 5. Launch Your Ebook.

There's a lot that goes into launching an ebook (or any product) successfully. Here are some ideas:

- Start building anticipation early on.
- Keep your audience in the loop as you write.
- Create pre-launch articles.
- Build an interest list.
- Reward those who act early with a discount.

Step 6. Automate the Selling Process.

After your launch, your sales will go down. How do you keep them coming in? You automate the selling process by creating an evergreen launch. An evergreen launch process is simply a series or autoresponder messages that go out to new subscribers and build anticipation about your ebook.

This process adds value to them, builds trust and asks for the sale all on autopilot. It's hands-free and very rewarding after all the work you put in.

I hope you found this brief guide useful. If you did, please share it with someone you know who's looking to start writing and selling ebooks.

Thanks for reading. I'll be in touch.

Hector Cuevas
Founder
www.InboundPro.net

